

Adult Abuse Prevention Month

May 2006

May is “**Adult Abuse Prevention Month.**” This public awareness packet is designed for organizations and individuals to educate their communities and increase public awareness about the abuse, neglect, and exploitation of older adults and persons with disabilities. This information is distributed through the collaborative efforts of:

- Virginia Department of Social Services
- Virginia Coalition for the Prevention of Elder Abuse
- SeniorNavigator.com
- AARP
- Virginia Department for the Aging

The contents of this packet may be provided to individuals and/or groups that you have targeted for your campaign. Please duplicate the materials as needed. You may want to add the names of individuals or organizations to the information sheets to recognize their sponsorship of your local campaign. The information may also be downloaded from the Internet by accessing SeniorNavigator’s website at www.SeniorNavigator.com.

The following materials are included:

1. Information sheets:
 - a. What Is Adult Abuse?
 - b. It’s a Fact!
 - c. APS Statistics for 2004
 - d. Moments in Virginia
 - e. Do You Know about Adult Abuse?
 - f. Unspeakable
 - g. Neglect and Self-Neglect
 - h. Indicators of Abuse in English and Spanish
 - i. Tips for Caregivers
 - j. Caregiver’s Bill of Rights
 - k. The Difference between Domestic Violence and Caregiver Stress
 - l. Adult Protective Services for Health Professionals
 - m. Questions for Health Professionals about Abuse and Neglect
2. List of suggested activities for Adult Abuse Prevention Month

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3. Instructions for submitting articles to local newspapers
 - a. Draft letter to newspaper editor
 - b. Two sample press releases
4. Instructions for submitting public service announcements to local radio stations
 - a. Draft letter to radio manager
 - b. Sample public service announcements in varying lengths of time
5. Small posters:
 - a. Stop Elder Abuse
 - b. Virginia Financial Institution Reporting (FIR) Project
6. May 2005 calendar
7. Certificate of Recognition
8. Proclamation from Governor Warner designating May as Elder Abuse Prevention month
9. Listing of available videos from DSS
10. Listing of available brochures from DSS
11. 2005 conference information from Virginia Coalition for the Prevention of Elder Abuse
12. Membership information for Virginia Guardianship Association
13. Two inserts for faith-based worship bulletins
14. Purple ribbon information card
15. Bookmark from *SeniorNavigator.com*
16. Two-sided information card from *SeniorNavigator.com*
17. A copy of the brochure **WHAT MANDATED REPORTERS NEED TO KNOW**
18. A copy of the brochure **ADULT PROTECTIVE SERVICES IN VIRGINIA**
19. A copy of the brochure **ABUSE HURTS AT ANY AGE -- QUESTIONS AND ANSWERS ABOUT ELDER ABUSE**
20. A copy of the brochure **ARE YOU SAFE?**
21. PowerPoint presentation: Preventing Adult Abuse
22. Refrigerator magnet
23. Rubber jar opener
24. Dry erase board for emergency telephone numbers

Please take time to contact your local media, including television, radio, and newspapers. Ask that they help break the silence about this issue by publicizing Adult Abuse Prevention Month.

We can send some of the enclosed materials to you in limited quantities. Please direct questions, suggestions, or requests for additional information to Virginia Department of Social Services, Adult Services Programs, Home Office, (804) 726-7533, or venus.bryant@dss.virginia.gov. We welcome your comments and suggestions and will try to use them as we develop next year's May Packet.